

EXPEDITED PROCEDURE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Declan P. Kelly et al.

Serial No.: 10/539,330

Filing Date: June 15, 2005

For: **Mobile Device that Uses Removable
Medium for Playback of Content**

Examiner: Simon A. Goetze

Art Unit: 2631

Confirmation No.: 9273

Attorney Docket No.: NL021460

December 30, 2007

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REQUEST FOR RECONSIDERATION

Sir:

In response to the Office Action dated October 31, 2007, and declared Final, Applicant respectfully requests reconsideration of the prior art rejections for the reasons set forth below.

Prior to addressing the request for reconsideration, Applicant respectfully reproduces the claims that are currently pending:

PENDING CLAIMS

1. (Previously Presented) A method of enabling an electronic transaction, the method comprising:

providing storable electronic content to a user,

providing an electronic application to the user that restricts user access to the storable electronic content; and

subsequent to the user being provided with the storable electronic content, providing electronic advertising content to the user, the electronic advertising content comprising control commands that are receivable from a party other than the user and that are generated upon the user playing the electronic advertising content, the control commands enabling the electronic application to render the electronic content accessible to the user.